Partial least squares structural equation modeling (PLS-SEM) has recently received considerable attention in a variety of disciplines, including marketing (Hair et al. 2011, according to Google scholar the most-cited article ever published in JMTP; Hair et al. 2012a, according to Google scholar the most-cited JAMS article since 2012), strategic management (Hair et al. 2012a, according to Google scholar the most-cited LRP article since 2012), and management information systems (Ringle et al. 2012, according to Google scholar the second-most cited MIS Quarterly article since 2012).

The growing application of PLS-SEM is accompanied by a broad range of methodological research that extends the method’s toolbox. Examples of these extensions include advances in multi-group analysis techniques, PLS-SEM–specific segmentation approaches, and methods to empirically test the measurement model mode (i.e., whether reflective or formative).

This pre-conference workshop provides an introduction to the following advanced concepts of PLS-SEM:

- Mediation
- Moderation
- Treating unobserved heterogeneity using finite mixture PLS (FIMIX-PLS)
After a short introduction to PLS-SEM, the workshop will deal with the basic principles of these concepts and will illustrate their implementation, estimation, and evaluation of results. Practical applications and the use of the software program SmartPLS (http://www.smartpls.de) are an integral part of the workshop.

**Place:** JW Marriott Hotel, 10 S. West St., Indianapolis, IN  
(Location of AMS 2014 Annual Conference that follows May 21-23)  
Note: The conference ends on Friday, May 23 after the Presidential banquet and Sunday, May 25 is the famous Indianapolis 500 (the greatest spectator sport in the world).  
http://www.indianapolismotorspeedway.com/indy500

**Date:** Tuesday, May 20, 2014

**Time:** 1 pm – 6 pm

**Cost:** AMS members: $90 US; Non-members: $290 US (includes AMS membership)

**Registration:** Participants need to register on the AMS website.

**Course set-up:** The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2014). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 2.0 software. The SmartPLS 2.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered.

**Requirements:** Prior exposure to PLS-SEM is recommended but not required. Participants must bring a laptop with the SmartPLS 2.0 software readily installed. The software is available free of charge from http://www.smartpls.de. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

**Who should attend?** Individuals wishing to learn more advanced PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications.

**Instructors:**

*Marko Sarstedt* is a Professor of Marketing at the Otto-von-Guericke-University Magdeburg (Germany) and Adjunct Professor at the Faculty of Business and Law of the University of Newcastle (Australia). His main research interest is in the advancement of research methods to further the understanding of consumer behavior. His research has been published in journals such as *Journal of the Academy of Marketing Science, International Journal of Research in Marketing, MIS Quarterly, Journal of Business Research, Journal of Marketing Theory & Practice, Journal of World Business,* and *Long Range Planning*. Marko has co-edited several special issues of leading journals and co-authored the textbook on PLS-SEM. More information:  
http://www.marketing.ovgu.de/marketing/en/Marketing.html
Christian M. Ringle is a Full Professor and Managing Director of the Institute for Human Resource Management and Organizations at the Hamburg University of Technology (TUHH) and Visiting Professor at the Faculty of Business, and Law Professor at the University of Newcastle (Australia). His research mainly addresses the management of organizations, strategic and human resource management, as well as quantitative methods for business and market research. His research in these fields has been published in well-known journals such as *International Journal of Research in Marketing, Journal of Marketing Theory and Practice, Journal of Service Research, Journal of the Academy of Marketing Science, Long Range Planning*, and *MIS Quarterly*. Christian co-authored the textbook on PLS-SEM and is co-founder of SmartPLS, a software tool with a graphical user interface for the application of the partial least squares structural equation modeling (PLS-SEM) method. More information: [www.tuhh.de/hrmo](http://www.tuhh.de/hrmo).

Joe Hair is Founder and Senior Scholar of the Coles College of Business DBA Program at Kennesaw State University. He has authored over 50 books, including market leaders *Multivariate Data Analysis*, Prentice-Hall, 7th edition, 2010, cited 40,000+ times; *A Primer on Partial Least Squares Structural Equations Modeling*, Sage, 2014, and *Principles of Marketing*, Thomson Learning, 12th edition, 2013, used at over 600 universities globally. He also has numerous publications in journals such as *Journal of Marketing Research, Journal of Academy of Marketing Science, Journal of Business/Chicago, Journal of Advertising Research, Journal of Retailing, Journal of Long Range Planning, and Journal of Marketing Theory & Practice*. He is a Distinguished Fellow of the Academy of Marketing Science and the Society for Marketing Advances. In 2011 he was recognized as the Academy of Marketing Science Marketing Educator of the year, in 2009 he was the Academy of Marketing Science/Harold Berkman Lifetime Service Award recipient, in 2007 he was named the Innovative Marketer of the Year by the Marketing Management Association, and in 2004 he received the Academy of Marketing Science Outstanding Marketing Teaching Excellence Award.

**References and suggested readings:**


Specific inquiries should be directed to Marko Sarstedt at [Marko.Sarstedt@ovgu.de](mailto:Marko.Sarstedt@ovgu.de).